



आज़ादी का
अमृत महोत्सव
टीबोर्डभारत Tea Board India
14, बी.टी.एम.सरनी (ब्रेबोर्नरोड) कोलकाता 700001
14, B.T.M Sarani (Brabourne Road) Kolkata 700 001
www.teaboard.gov.in

Ref.No :18(03)/2022/prom ::::::::::::::::::::: Dated: 20.12.2022

Extension of the Last Date for sending in Applications for setting up Indian Tea Experience Zones as part of the Promotional Activities related to India's G20 Presidency

This has reference to the Circular dated 06.12.2022 regarding setting up Indian Tea Experience Zones as part of the Promotional Activities related to India's G20 Presidency published on the Tea Board India website.

Considering the requests from various stakeholders appealing for extension of the last date for submission of applications, it has been decided to extend the last date for submission of applications to 27.12.2022.

Kindly note that your application will be considered only if the application fees of Rs. 50,000/- + 18% GST is remitted to the Tea Board Market Promotion Scheme account.

Interested bonafide Indian tea companies are requested to send in their applications for taking up the project of setting up World-Class Indian Tea Tasting and Experience Zones at the 4 locations of Mumbai, Kevadia, Bengaluru and Jaipur. It may please be noted that only promotion of 100% Indian teas would be conducted through these Experience Zones.

The participation fees for each individual location would be Rs. 50,000/- + 18% GST (non-refundable). The total expenditure for setting up the Experience Zones (apart from the participation fees of Rs. 50,000/- + 18% GST) would be jointly borne by Tea Board India and the respective companies on a 20:80 sharing basis (20% of the expenditure will be borne by Tea Board and the remaining 80% has to be borne by the participating company).

Please mention the UTR no. and date of transaction of the participation fees sent to the Tea Board Market Promotion Scheme account along with your applications. The details for NEFT/RTGS for remittance of the participation fees of Rs. 50,000/- + 18% GST are given below:

Account Name: Tea Board Market Promotion Scheme
Bank: Bank of Baroda
Branch: Brabourne Road
Account no: 00260200000807
IFSC: BARB0BRABOU

Further details will be shared subsequently in due course.

(Dr. Rishikesh Rai)
Secretary

